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PaperTitle **Innovations and Opportunities, where do the ideas come from?**

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**ABSTRACT**

The advancement of analytical techniques, the enforcement of food and drink regulations, the length of the food supply chain, corporate social responsibility, consumers demanding safe products from brands and retailers they trust have all added to the responsibility of ingredient suppliers, manufacturers and retailers in complying with the laws regarding safe food. The world's media and world wide web leave no hiding places for companies who fail to comply. Food safety scares are not diminishing with time, their impact continues to be 'news worthy'. When it's your turn, are you prepared or do you operate in a 'comfort zone of complacency'?